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UNITED STATES DEPARTMENT OF AGRICULTURE
DIRECTOR OF EXTENSION WORK
WASHINGTON, D. C.

Reserve

October 23, 1942

TO ALL STATE EXTENSION DIRECTORS:

Subject: Share-the-Meat Campaign

I have hitherto sent you two administrative communications saying as much as could be said at the time regarding the national program in connection with the Share-the-Meat campaign. I mentioned the probability of using face-to-face contacts through block leaders and that the State councils of defense will request of the Extension Service the assistance of the neighborhood leaders in an all-out, integrated campaign.

The campaign program has now been practically approved by the Bureau of Campaigns of the Office of War Information and the relationships involved (primarily between the Food Requirements Committee of the WPB, of which the Secretary of Agriculture is chairman, the Director of the Nutrition Division of the Office of Defense Health and Welfare Services, and the Director of the OCD) have been completed. The campaign is to be unique in one respect in that an effort is going to be made to have complete coordination of all agencies involved and with as little duplication as possible.

The structure of the Share-the-Meat campaign has been decided upon on the following basis:

The Food Requirements Committee of the WPB has asked the Bureau of Campaigns, Office of War Information, to be responsible for informing the American people as completely as possible with reference to the Share-the-Meat program. They have asked emphasis on the following three points:

- (1) The situation which necessitates the program;
- (2) Limitation of meat to $2\frac{1}{2}$ pounds per person per week;
- (3) Adjustments through use of alternative foods whereby the diets of the American people can be kept up to standard.

The Bureau of Campaigns of the OWI has asked the Nutrition Division of the Office of Defense Health and Welfare Services, through its coordinating committee on which are represented all Federal agencies having to do with nutrition, and the OCD which, through State and County Councils of Defense, either have now organized or are

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organizing block leaders in most American cities, and the neighborhood leaders through the Extension Service, to be responsible for a face-to-face household interview on the part of block leaders and neighborhood leaders.

A "leave-at-home" sheet of paper, which I presume will be about letter-size and which will contain the information on the program in the simplest and briefest form, will be printed in large quantities, an estimated 20,000,000 copies. These will be distributed through State and county defense councils to the county nutrition committees, which will be responsible for getting this "leave-at-home" into the hands of block and neighborhood leaders. A generalized handbook of instruction for block and neighborhood leaders is being printed in a quantity of perhaps a million and a half. This provides complete information on the campaign for State and county directing personnel.

At the State level and at the county level, this activity will be planned, coordinated, and carried out under the general supervision of the State nutrition committee and the county nutrition committee. The Extension Service is or should be represented on these committees at both the State and county level and it is expected that the Extension Service will play a very important part in this program.

The State council of defense will ask the State extension director through proper channels for the cooperation of the neighborhood leaders in carrying out the house-to-house contact in the rural community. The calendar of the campaign is about as follows:

October 23-24 -- Meeting of chairmen of State nutrition committees, St. Louis.

October 26-November 4 -- Meeting of State nutrition committees in which a campaign for complete coverage in the State will be mapped and planned.

November 5-14 -- Meeting of county nutrition committees in all counties in which the county plans will be made. Representatives of the State nutrition committee should meet with county nutrition committees and assist them in planning their campaign.

November 16-24 -- Week to be given over to the training of neighborhood and block leaders in connection with the program.

Week of November 23 -- Visitation by neighborhood and block leaders of individual households.

EXTENSION'S PART IN THE CAMPAIGN

Since in most States the Extension Service is represented on both the State council of defense and the State nutrition committee, the Extension Service should take a prominent part in planning the campaign for the State and especially for the rural areas.

It is assumed that extension directors will generally act favorably on the request of the State defense councils for cooperation of neighborhood leaders in the campaign. As far as possible the plans with reference to carrying on the campaign in rural areas and in towns and cities should be organized as one.

The extension director is being asked to do two things:

- (1) Lend personnel to the State nutrition committee during the period of the organization and planning of the campaign. State nutrition committees do not have any funds or personnel, and it will be necessary for cooperating agencies to contribute personnel, with travel expenses, to work for the committee during the organization period. We hope that in most cases the extension director can make available to the State nutrition committee the nutrition specialists and will also contribute preferably State specialists or State home demonstration supervisors, who will make up part of a team of the State nutrition committee which will visit county nutrition committees and carry to them the State program as developed by the State committee to help them work out the complete, integrated county program, which, of course, will involve the city as well as the rural areas. In so acting in the counties in which they are assigned, they will represent the State nutrition committee with the program in relation to the entire population of the county, not just the rural area.
- (2) Where time permits, we suggest the extension director have some surveys made regarding the kind of questions which will be asked by farmers. (See my letter of today reporting on a pretesting survey made by the Federal Office of Extension Work.) This might be supplemented with mimeographed or printed material approved by the State and county nutrition committees for use in training rural neighborhood leaders and perhaps as additional "leave-at-homes" with rural families regarding their own meat supply and the relationship of this to the live-at-home program and to other phases of the campaign.

The OCD is recommending that there be no community activities with reference to the Share-the-Meat program until the week following the action of the neighborhood and block leaders. In other words,

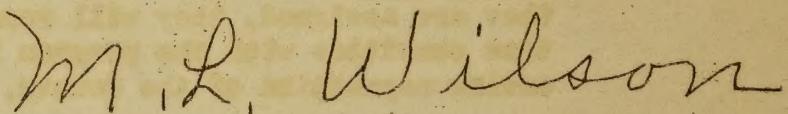
we want the message to go first through the block and neighborhood leaders to individual families in the community. This is to avoid having people say that the neighborhood leaders and block leaders merely carry information which has already been given wide publicity. There will be a good deal of national publicity which will inform the American people who the block and neighborhood leaders are and that they have a very important message; but the message itself will be brought to the family by the block or neighborhood leader.

I am enclosing a copy of the Share-the-Meat campaign handbook. A longer version of this, containing an additional two sections dealing principally with OWI publicity activities and the cooperation of Government agencies with industry in this campaign, is now being prepared. It will have a more limited circulation. We hope to have copies of the longer version for you within the coming week.

The whole campaign will be discussed with extension directors in Chicago. There are three specific things to consider:

- (1) Plans for contributing services and personnel to the State nutrition people, including persons and travel expenses.
- (2) Complete participation in the development of the plans at the State and county level.
- (3) Where time permits, a limited number of interviews and surveys along the line proposed by M. C. Wilson to ascertain the questions which will arise in the minds of the farm people at the time of the neighborhood leader interview.

Very truly yours,



M. L. Wilson
Director of Extension Work

Enclosure

(Copy to extension nutritionists and extension editors)